

MAY 15 '95 10:57

FROM

TO 12128803344

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P.S.

LORILLARD TOBACCO COMPANY
ONE PARK AVENUE
NEW YORK NY 10016-5895

WESTERN
UNION MAILGRAM



0382390000037 05/07/95
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REBATE INFORMATION

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MAY 7, 1995

TO OUR CUSTOMERS:

EFFECTIVE IMMEDIATELY, THE LIST PRICE OF OUR CIGARETTES IS
INCREASED AS FOLLOWS:

ALL BRANDS PREVIOUSLY BILLED AT \$55.95 WILL BE BILLED AT
\$67.45 PER THOUSAND.

ALL BRANDS PREVIOUSLY BILLED AT \$42.45 WILL BE BILLED AT
\$43.95 PER THOUSAND.

AS SOON AS IS PRACTICABLE, WE WILL ISSUE YOU A CREDIT
MEMORANDUM FOR THE DIFFERENCE BETWEEN THE OLD AND NEW PRICE,
LESS 3.25 PERCENT, OFFERING TWO WEEKS' AVERAGE PURCHASES FOR
THE TWO MONTH PERIOD OF MARCH THROUGH APRIL, 1995.

WE APPRECIATE YOUR COOPERATION AND THANK YOU FOR YOUR
CONTINUING INTEREST IN THE MARKETING OF OUR PRODUCTS.

LORILLARD

MGMCOMP 17:01 EST

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To reply by Mailgram Message, see reverse side for Western Union's toll-free numbers.

MAY 12 '95 14:18

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** TOTAL PAGE.005 **